How to tell if video marketing is working

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Finding out if it works

- **What to look at in your analytics:**
  - number of views, shares, or likes
  - the percentage of video watched
  - the ratio of page visits to video views

- If people are watching your videos but they don't sign up or purchase anything, try placing a call to action / form at the end of the videos

- Check your numbers periodically so you know where you need to make changes

- **Better quality and video placement should always lead to more people taking the action you want them to take**